

Web Administrator



Job Code: 1241
Grade: 130
Reports to: Director of Community & Public Relations
Salary Range: \$53,941 - \$83,951
FLSA Status: Exempt

GENERAL STATEMENT OF DUTIES

Performs difficult professional work planning, designing, creating, and maintaining the Web/Intranet functions for the City, including developing automated methods for connecting data and databases to provide on-line access to information; does related work as required.

DISTINGUISHING FEATURES OF THE CLASS

An employee in this classification develops, codes, tests, and implements software programs and scripts using various programming and scripting languages for the City's Web presence. The employee exercises considerable initiative and creativity in managing a professional website within the guidelines and policies of the City. Work is performed under regular supervision. Limited supervision may be exercised over project personnel.

ESSENTIAL FUNCTIONS

Developing, maintaining, expanding, and enhancing the City website; designing and adding new pages to the website; preparing and maintaining records and files.

EXAMPLES OF WORK

- Explores and creates new web applications.
- Creates graphics and presentations.
- Maintains and markets the myGaithersburg email news service.
- Maintains and expands the content, style, and usability of the site.
- Creates and maintains all graphics, photos, and page layouts.
- Creates maps for the website.
- Posts and maintains all documents, minutes, and agendas for the website.
- Maintains online City employment listings.
- Updates website on weekends and evenings.
- Works with departments to monitor, develop, and increase content.
- Monitors web usage and provides support to users as needed.
- Responds to all website related service requests and suggestions.
- Assists with creation of graphics, presentations, and press releases.
- Creates or assists all departments with presentations including computer presentations, web presentations, fliers, press releases, still photographs, and slides.
- Trains staff on creation of presentations, graphics, and photographs.
- Assists with cable television.
- Performs related tasks as required.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES

Thorough knowledge of the operation, uses, and capabilities of the website equipment; thorough knowledge of the methods and techniques used in website design and development; ability to prepare written and oral instructions for website users; ability to establish and maintain effective working relationships with associates; skill in the use of data processing equipment.

MINIMUM EDUCATION AND EXPERIENCE

Graduation from an accredited college or university with a Bachelor's Degree in Management Information Systems, Computer Programming, or a related field, and three (3) to four (4) years of experience designing, developing, and maintaining a web and intra/internet media; or any equivalent combination of education, training, and experience.

WORK CONDITIONS

- Sedentary work requiring the exertion of up to 10 pounds of force occasionally and a negligible amount of force frequently or constantly to move objects.
- Work requires climbing, stooping, kneeling, crouching, reaching, pulling, lifting, fingering, grasping, feeling, and repetitive motions.
- Vocal communication is required for expressing or exchanging ideas by means of the spoken word; hearing is required to perceive information at normal spoken word levels.
- Visual acuity is required for color perception, preparing and analyzing written or computer data, visual inspection involving small defects and/or small parts, operation of machines, determining the accuracy and thoroughness of work, and observing general surroundings and activities.
- The worker is subject to noise.

This is a class specification and not an individualized job description. A class specification defines the general character and scope of duties and responsibilities of all positions in a job classification. The list of essential functions/examples of work, as outlined herein, is intended to be representative of the tasks performed within this classification. It is not necessarily descriptive of any one position in the class. The omission of an essential function does not preclude management from assigning duties not listed herein if such functions are a logical assignment to the position.

The City of Gaithersburg is an Equal Opportunity Employer. In compliance with Equal Employment Opportunity guidelines and the Americans with Disabilities Act, the City of Gaithersburg provides reasonable accommodation to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.